

### ***Abstract***

The aim of this paper is to describe the process of raising funds on the example of selected non-profit organizations, which can be described as "good practice". Is a case study of one case, which case is the process of raising funds to non-profit organizations with their own fundraising department and integrated social enterprise. There were examined the activities within the processes, the organization structure of the actors involved and the external influences on the processes. Data were obtained by semi-structured interviews, participant observation and document analysis. The data analysis was open coding. Results of the research of the process of raising funds in this work provides a description of these processes that are "good practice". The most important characteristics of the processes were the organization and targeting of the activities, good promotion, reducing dependence on sources with their diversity and active struggle against external influences.

### ***Key words***

raising funds, fundraising, social enterprise, „good practice“, NGO